

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1 – 35 (cancelled without prejudice)

36. (currently amended) An enterprise method, comprising:
using a computer to complete at least one of the steps of:
preparing data representative of an enterprise for processing where said data comprises historical data and forecast data,
transforming at least a portion of the data into a ~~linear or nonlinear~~ model of an enterprise market value by a category of value by completing a plurality of multivariate analyses ~~that utilize said data~~ where said model comprises a linear or nonlinear predictive model for each of one or more components of value in a current operation category of value, an optional predictive model for a market sentiment category of value and optionally one or more real option models for a real option category of value,
identifying a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of the enterprise market value, and
outputting said tangible value contributions where up to three of the predictive models for the components of value comprise nonlinear models where the model of an enterprise market value by category of value comprises as many as three linear or nonlinear component of value models, an optional linear or nonlinear model of a market sentiment category of value and optionally one or more real option models.

37. (currently amended) The method of claim 36 that further comprises ~~completing one or more activities selected from the group consisting of:~~ using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the calculated value for each of the elements of value and a value for each of one or more financial assets associated with the enterprise.

38. (currently amended) The method of claim 36, wherein the method further comprises: identifying the one or more elements of value that make a causal contribution to the enterprise market value,

developing a discount rate used in the models of for the one or more real option models that comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the enterprise market value, and calculating a value for each real option model using said discount rate.

39. (currently amended) The method of claim 36, wherein transforming the historical and forecast data into the model of enterprise market value comprises developing the predictive models for the components of value and for the optional market sentiment category of value where developing each of said predictive models comprises completing a multi stage learning process where each stage of said process comprises an automated selection of an output from a plurality of output produced by a plurality of modeling algorithms after processing at least part of the data where the method further comprises completing the plurality of multivariate analyses that are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, and developing one or more composite variables; ~~developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of a predictive model algorithm and one or more element of value impact summaries for modeling enterprise market value and each of the components of value, determining a net element impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element and combinations thereof.~~

40. (currently amended) The method of claim 39, wherein the ~~predictive model algorithm is~~ plurality of modeling algorithms are selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity; regression; generalized additive model; redundant regression network; rough set path analysis; Bayesian; multivariate adaptive regression spline and support vector method.

41. (currently amended) The method of claim 36, wherein the ~~linear or nonlinear model of the enterprise market value by category of value further comprises a combination of one or more~~

~~causal models selected from the group consisting of up to three predictive component of value models, one or more real option valuation models and a market sentiment model~~ number of predictive models for the components of value that comprise nonlinear models is determined by learning from the data.

42. (previously presented) The method of claim 36, wherein the enterprise physically exists and the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

43 - 45. (cancelled without prejudice)

46. (currently amended) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a processor in the computer to perform a series of steps, comprising:

preparing data representative of an enterprise organization for processing where said data comprises historical data and forecast data,

transforming at least a portion of the data into a linear or nonlinear model of each of one or more categories of an enterprise organization value by a category of value by completing a plurality of multivariate analyses where said model comprises a linear or nonlinear predictive model for each of one or more components of value in a current operation category of value, an optional predictive model for a market sentiment category of value and one or more real option models for a real option category of value that identify and output a tangible value contribution of each of one or more elements of value to a value of a current operation, a market sentiment category of value and optionally a real option category of value each of the categories of value, identifying a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of the enterprise market value, and reporting the value contribution of the elements of value using an electronic display or a paper document where up to three of the predictive models for the components of value comprise nonlinear models.

47. (currently amended) The program storage device of claim 46, wherein the ~~organization physically exists and the~~ elements of value physically exist and are selected from the group consisting of brands, channels, customers, employees, production equipment, vendors and combinations thereof.

48. (currently amended) The program storage device of claim 46, wherein the steps further comprise using the tangible value contributions for each element of value to the value of each of the categories of value to calculate a value for each element of value and creating a balance sheet report that includes the calculated value for each of the elements of value and a value for each of one or more financial assets associated with the enterprise where the tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to a the category of value net of any element of value impacts on other elements of value.

49. (currently amended) The program storage device of claim 46, wherein determining the tangible value contribution for each of the one or more elements of value to the real option category of value further comprises:

identifying one or more elements of value that make a causal contribution to the enterprise an organization market value,

developing a discount rate that comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the enterprise market value,

computing a difference between a real option value calculated using a company cost of capital as the discount rate and a value calculated using a the real option discount rate comprised of a base discount rate plus a risk factor for each element of value that makes a causal contribution to enterprise organization market value; and

assigning the value difference to the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

50. (currently amended) The program storage device of claim 46, wherein transforming the historical and forecast data into the model of enterprise value comprises developing the predictive models for the components of value and for the optional market sentiment category of value where developing each of said predictive models comprises completing a multi stage learning process where each stage of said process comprises an automated selection of an output from a plurality of output produced by a plurality of modeling algorithms after processing at least part of the data where a linearity of each of the predictive models is determined the element-of-value-contributions-are-identified by learning from the data.

51. (currently amended) The program storage device of claim ~~50~~ 46, wherein the plurality of modeling algorithms are selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity; regression; generalized additive model; redundant regression network; path analysis; Bayesian; multivariate adaptive regression spline and support vector method ~~a discount rate for a valuation of the real option category of value comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to an organization market value.~~

52. (currently amended) The program storage device of claim 46, wherein determining the tangible value contribution for each of the one or more elements of value further comprises:

- a) identifying one or more value drivers for each element of value,
- b) developing one or more element impact summaries from said value drivers for an enterprise organization market value and each of one or more components of value,
- c) identifying a best fit combination of the element impact summaries and a predictive model algorithm for modeling the enterprise organization market value and each of the components of value,
- d) determining a relative strength for each of the elements of value causal to an enterprise organization market value change vis a vis competitors,
- e) calculating a real option discount rate using the relative element strength information for the elements of value that support the real option,
- f) calculating a real option value and identifying a contribution to real option value by element of value using said real option discount rate, and
- g) identifying a net element of value contribution to the enterprise organization market value by category of value by combining the results from the processing completed in steps a through f.

53 - 54. (cancelled without prejudice)

55. (currently amended) An enterprise apparatus future market value method, comprising:

using a computer to complete at least one of the steps of:

means for data processing and data storage,

means for preparing data representative of an enterprise organization for processing where said data comprises historical data and forecast data,

means for transforming at least a portion of the data into a model of an enterprise value by a category of linear or nonlinear model of each of one or more categories of an organization value

where said model comprises a linear or nonlinear predictive model for each of one or more components of value in a current operation category of value, a predictive model for a market sentiment category of value and one or more real option models for a real option category of value,

means for calculating a tangible value contribution of each of one or more of the elements of value to a future market value and to a value of each of the categories of enterprise organization value using said model, and

means for outputting the tangible value contribution of each of the one or more elements of value where up to three of the predictive models for the components of value comprise a nonlinear model ~~to the future market value and to the value of each of the categories of organization value where the categories of organization value comprise a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof.~~

56. (currently amended) The apparatus method of claim 55, wherein a discount rate for a valuation of the real option category of value comprises a base discount rate plus a risk factor for each of the elements of value that is causal to the enterprise an organization market value.

57. (currently amended) The apparatus method of claim 55 that is enabled by the use of a flexible system architecture where said architecture further comprises data that has been integrated in accordance with a common xml schema and independent components of application software that can be combined to process said data as required to produce useful results.

58. (currently amended) The apparatus method of claim 55, wherein the apparatus further comprises means for using the tangible value contributions for each element of value to the value of each of the categories of value to calculate a value for each element of value and means for creating a balance sheet report that includes the calculated value for each of the elements of value and a value for each of one or more financial assets associated with the enterprise where the contribution for each of the one or more elements of value to the value of each of the one or more categories of value further comprises a direct element of value contribution to the category of value net of any element of value impacts on other elements of value that contribute to said category of value.

59. (currently amended) The apparatus method of claim 55, wherein ~~the linear or nonlinear models of the one or more categories of organization value further comprise causal models selected from the group consisting of predictive component of value models, predictive market value models, relative element strength models, real option discount rate models, real option valuation models, market sentiment models and combinations thereof~~ the means for transforming the historical and forecast data into the model of enterprise value comprises means for developing the predictive models for the components of value and for the market sentiment category of value where the means for developing each of said predictive models comprises means for completing a multi stage learning process where each stage of said process comprises an automated selection of an output from a plurality of output produced by a plurality of modeling algorithms after processing at least part of the data.

60. (currently amended) The apparatus method of claim 55, wherein the organization ~~physically exists and the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors~~ number of predictive models for the components of value that comprise nonlinear models is determined by learning from the data.

61 - 75. (cancelled without prejudice)

76. (currently amended) An enterprise system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to: prepare data representative of an enterprise for processing where said data comprises historical data and forecast data,

transform at least a portion of the data into a ~~linear or nonlinear~~ model of an enterprise market value by a category of value by completing a plurality of multivariate analyses ~~that utilize said data where said model comprises a linear or nonlinear predictive model for each of one or more components of value in a current operation category of value, a predictive model for a market sentiment category of value and one or more real option models for a real option category of value,~~

identify a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of enterprise market value, and output said tangible value contributions

~~where the model of an enterprise market value by category of value comprises up to three linear or nonlinear component of value models, an optional linear or nonlinear model of a market sentiment category of value and optionally one or more real option models where up to three of the predictive models for the components of value comprise a nonlinear model.~~

77. (currently amended) The system of claim 76, wherein the sequence of instructions when executed cause the processor to ~~complete one or more additional activities selected from the group consisting of:~~ using use the tangible value contributions for each element of value to calculate a value for each element of value and create creating a balance sheet report that includes the calculated value for each of the elements of value and a value for each of one or more financial assets associated with the enterprise.

78. (previously presented) The system of claim 76, wherein a discount rate used in the models of the one or more real options comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the enterprise market value.

79. (previously presented) The system of claim 76, wherein the enterprise physically exists and the elements of value physically exist where the elements of value are selected from the group consisting of customers, employees, processes and vendors.

80. (currently amended) The system of claim 76, wherein ~~the linear or nonlinear model of the enterprise market value by category of value further comprises a combination of one or more causal models selected from the group consisting of up to three predictive component of value models, a real option valuation model and a market sentiment model~~ transforming the historical and forecast data into the model of enterprise market value comprises developing the predictive models for the components of value and for the optional market sentiment category of value where developing each of said predictive models comprises completing a multi stage learning process where each stage of said process comprises an automated selection of an output from a plurality of output produced by a plurality of modeling algorithms after processing at least part of the data where a linearity of each of the predictive models is determined by learning from the data.

81. (currently amended) The system of claim 76, ~~wherein preparing the data for processing further comprises integrating said data in accordance with a common schema where the~~

~~common schema is defined by a CORBA metadata or an xml metadata standard 80, wherein the plurality of modeling algorithms are selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity; regression; generalized additive model; redundant regression network; path analysis; Bayesian; multivariate adaptive regression spline and support vector method.~~

82. (currently amended) An enterprise management system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to:

prepare data representative of an enterprise for processing,

transform at least a portion of the data into a linear or nonlinear model of each of one or more categories of an enterprise organization value that identify and output a tangible value contribution of each of one or more elements of value to a value of the categories of value, and report the value contribution of the elements of value using an electronic display or a paper document

where the categories of value are a current operation, a market sentiment category of value and optionally a real option category of value and where the model of the current operation category of value comprises up to three nonlinear predictive models where each nonlinear predictive model comprises a model for a component of value.

83. (previously presented) The system of claim 82, wherein the enterprise physically exists and the elements of value physically exist where said elements of value are selected from the group consisting of customers, employees, production equipment, vendors and combinations thereof.

84. (currently amended) The system of claim 82, wherein the sequence of instructions when executed cause the processor to ~~complete one or more additional activities selected from the group consisting of:~~ using use the tangible value contributions for each element of value to calculate a value for each element of value and create creating a balance sheet report that includes the calculated value for each of the elements of value and a value for each of one or more financial assets.

85. (previously presented) The system of claim 82, wherein the linear or nonlinear models of each of the one or more categories of organization value further comprises one or more causal models.

86. (previously presented) The system of claim 82, wherein the tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to the category of value net of any element of value impacts on other elements of value.

87. (currently amended) The system of claim 82, wherein determining the tangible value contribution for each of the one or more elements of value to the real option category of value further comprises:

identifying the one or more elements of value that make a causal contribution to an enterprise organization market value,

computing a difference between a real option value calculated using a company cost of capital as a real option discount rate and the real option value calculated using a base discount rate plus a risk factor for each element of value that makes a causal contribution to the enterprise organization market value as the real option discount rate; and

assigning the value difference to each of the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

88. (currently amended) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a processor in the computer to perform a series of analysis steps, comprising:

preparing data representative of an enterprise for processing,

transforming at least a portion of the data into a linear or nonlinear model of each of one or more categories of an enterprise value,

calculating a tangible value contribution of each of one or more elements of value to a future market value and to a value of each of the categories of enterprise value using said model, and outputting the tangible value contribution of each of the one or more elements of value to the future market value and to the value of each of the categories of enterprise value

where the categories of value are a current operation, a market sentiment category of value and optionally a real option category of value and where a model of the current operation category of value comprises a linear or nonlinear predictive model for each of one or more

~~components of value where up to three component of value models are nonlinear where the model of an enterprise market value by category of value comprises up to three linear or nonlinear component of value models, an optional linear or nonlinear model of a market sentiment category of value and optionally one or more real option models.~~

89. (previously presented) The program storage device of claim 88, wherein a discount rate for the models of the one or more real options comprises a base discount rate plus a risk factor for each of the elements of value that are causal to the enterprise market value.

90. (currently amended) The program storage device of claim 88, wherein the program of instructions when executed cause the processor to ~~complete one or more additional activities selected from the group consisting of: using~~ use the tangible value contributions for each element of value to calculate a value for each element of value and ~~create~~ creating a balance sheet report that includes the calculated value for each of the elements of value and a value for each of one or more financial assets.

91. (previously presented) The program storage device of claim 88, wherein the contribution for each of the one or more elements of value to the value of each of the one or more categories of value further comprises a direct element of value contribution to the category of value net of any element of value impacts on other elements of value that contribute to said category of value.

92. (previously presented) The program storage device of claim 88, wherein the models of each of the one or more categories of organization value further comprises one or more causal models.

93. (previously presented) The program storage device of claim 88, wherein the enterprise physically exists and the elements of value physically exist where said elements of value are selected from the group consisting of customers, employees, processes and vendors.